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NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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BEST SEPTEMBER AND THIRD QUARTER FOR MAJOR APPLIANCE INDUSTRY

CHICAGO -- September shipments of major appliances exceeded 3 million units for the first time in history, reports the Association of Home Appliance Manufacturers (AHAM).

The 3.2 million units shipped in September were 11.7% ahead of the previous record for the month, which was set in September 1983.

The month ended another calendar quarter of consecutive 3-million-unit months, bringing the quarter's total to over 9.6 million units. Compared to last year's record third quarter, shipments were nearly one million units (11.2%) higher.

"The excellent September and third-quarter results are convincing evidence that the industry is headed for a new record year," comments AHAM President Robert Holding.

Major appliance factory shipments are closing in on the current record of 35.8 million units set in 1973. During this year's first nine months, nearly 30 million appliances were shipped -- just 5.9 million units under the all-time annual record and only 2.6 million units less than the total for all of 1983.

Year-to-date shipments are ahead of last year's same period by 5.8 million units (24%). Outstanding year-to-date gains are reported for:

(MORE)

* microwave ovens, up 2.4 million units (61.4%),
* room air conditioners, up one million units (59.6%),
* home laundry equipment, up 617,400 units (10.4%),
* refrigerators, up 576,400 units (13.8%), and
* disposers, up 464,700 units (18%).

In fact, year-to-date shipments of three products -- 6.2 million microwave ovens, 2.9 million room air conditioners and 571,400 dehumidifiers -- already surpass 1983 totals.

According to the latest forecast, 1984 industry shipments are expected to total 38.7 million units. This level would result in the second consecutive year of exceptional growth following 1982's shipment of 26.7 million units and 1983's shipment of 32.4 million units.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
September, 1984

	September 1984	September 1983	% Change	Calendar Year to Date 1984	Calendar Year to Date 1983	% Change	Calendar Quarter 1984	Calendar Quarter 1983	% Change
ALL MAJOR APPLIANCES**	3,249.4	2,908.7	+11.7%	29,887.6	24,095.5	+24.0%	9,645.4	8,674.8	+11.2%
ROOM AIR CONDITIONERS	40.2	57.6	-30.2	2,902.7	1,818.9	+59.6	274.2	471.6	-41.9
DEHUMIDIFIERS	4.5	7.3	-38.4	571.4	425.7	+34.2	100.4	85.5	+17.4
DISHWASHERS - TOTAL	302.2	291.3	+ 3.7	2,539.6	2,235.6	+13.6	892.6	827.3	+ 7.9
Built-In	283.5	265.8	+ 6.7	2,365.2	2,050.5	+15.3	838.3	766.7	+ 9.3
Portable	18.7	25.5	-26.7	174.4	185.1	- 5.8	54.3	60.6	-10.4
DISPOSERS	361.9	299.8	+20.7	3,043.3	2,578.6	+18.0	983.2	867.3	+13.4
COMPACTORS	16.0	17.0	- 5.9	133.2	112.6	+18.3	45.2	41.5	+ 8.9
REFRIGERATION - TOTAL	625.5	682.3	- 8.3	5,809.8	5,279.5	+10.0	2,140.6	2,088.0	+ 2.5
Refrigerators	519.9	565.1	- 8.0	4,766.4	4,190.0	+13.8	1,749.1	1,688.6	+ 3.6
Freezers - Total	105.6	117.2	- 9.9	1,043.4	1,089.5	- 4.2	391.5	399.4	- 2.0
Upright	56.6	59.9	- 5.5	503.9	506.0	- 0.4	193.8	200.2	- 3.2
Chest	49.0	57.3	-14.5	539.5	583.5	- 7.5	197.7	199.2	- 0.8
ELECTRIC RANGES - TOTAL	271.3	249.7	+ 8.7	2,312.7	2,021.7	+14.4	789.6	715.5	+10.4
Free Standing	227.1	198.8	+14.2	1,872.7	1,610.1	+16.3	649.7	567.6	+14.5
Built-In	44.2	50.9	-13.2	440.0	411.6	+ 6.9	139.9	147.9	- 5.4
MICRO. OVENS/RANGES***	887.5	576.0	+54.1	6,180.3	3,828.9	+61.4	2,265.0	1,571.2	+44.2
HOME LAUNDRY - TOTAL	756.6	747.2	+ 1.3	6,560.2	5,942.8	+10.4	2,208.4	2,062.6	+ 7.1
Washers - Total	434.8	438.2	- 0.8	3,850.4	3,534.5	+ 8.9	1,295.8	1,230.2	+ 5.3
Automatic	434.8	430.7	+ 1.0	3,850.4	3,480.3	+10.6	1,295.8	1,211.2	+ 7.0
Wringer & Other	#	7.5	#	#	54.2	#	#	19.0	#
Dryers - Total	321.8	309.0	+4.1	2,709.8	2,408.3	+12.5	912.6	832.4	+ 9.6
Electric	253.8	246.5	+ 3.0	2,161.5	1,921.4	+12.5	727.4	664.9	+ 9.4
Gas	68.0	62.5	+ 8.8	548.3	486.9	+12.6	185.2	167.5	+10.6

** Numbers do not add because of overlapping product category
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
# Series discontinued

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TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984**	1985**
Room Air Conditioners	4,564	2,670	2,961	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,151	3,227
Dehumidifiers	586	392	444	319	442	685	673	536	440	437	550	550
Dishwashers	3,320	2,702	3,140	3,357	3,557	3,488	2,738	2,484	2,170	3,093	3,382	3,429
Built-In	2,460	1,947	2,337	2,705	2,971	2,984	2,354	2,193	1,956	2,831	3,137	3,198
Portable	860	755	803	651	586	504	384	291	214	262	245	231
Disposers	2,553	2,080	2,516	2,941	3,312	3,317	2,962	3,179	2,780	3,544	3,965	3,953
Compactors	315	233	249	277	300	293	235	191	148	157	185	190
Refrigerators	5,982	4,577	4,817	5,707	5,890	5,701	5,124	4,944	4,364	5,477	6,180	6,090
Freezers	3,219	2,457	1,541	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,269	1,241
Upright	1,892	1,076	710	746	686	902	789	717	614	639	624	610
Chest	1,327	1,381	832	853	835	1,039	963	889	726	702	645	631
Electric Ranges	2,925	2,082	2,463	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,056	3,087
Free-Standing	2,279	1,568	1,762	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,446	2,474
Built-In	646	514	701	817	881	756	555	498	417	563	610	613
Microwave Oven/Ranges#	713	1,052	1,749	2,157	2,501	2,807	3,608	4,422	4,071	5,933	8,533	9,143
Washers	4,948	4,228	4,492	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,020	5,079
Automatic	4,713	4,032	4,288	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,020	5,079
Wringer & Other	235	196	205	194	200	186	124	88	64	69	NA	NA
Dryers	3,584	2,870	3,173	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,647	3,703
Electric	2,845	2,198	2,466	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,895	2,928
Gas	739	672	708	736	757	768	682	640	584	672	752	775
TOTAL SHIPMENTS	32,709	25,344	27,466	30,957	33,215	33,244	30,330	30,482	26,683	32,438	38,705	39,442

* 000 Omitted
** Forecasts as of September, 1984
\# Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
NOTE: Figures may not add due to rounding and overlapping product categories
NA - Not Available

10/2/84

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MICROCOPY RESOLUTION TEST CHART
NBS - 1010a
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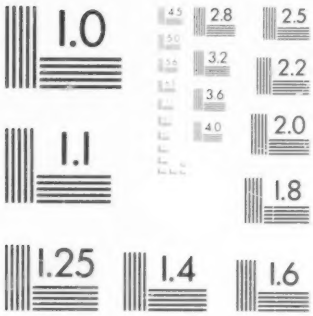

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